

FOR IMMEDIATE RELEASE

Press Statement 30/2018

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Carlsberg Offers 1,000 Free Rides to Oktoberfest Celebrations

Brewer offers subsidised and new female-only rides to encourage responsible choices and prevent drunk-driving

Shah Alam, 15 October 2018 – Did you know that it takes as little as two drinks¹ to exceed the legal blood alcohol content (BAC) limit of 0.08% in Malaysia? This fact, which also highlights the serious consequences of drunk-driving, is why Carlsberg Malaysia is offering 1,000 free rides for consumers from Grab and Riding Pink in conjunction with its #CelebrateResponsibly campaign throughout the month of October.

#CelebrateResponsibly is in support of Carlsberg's sustainability strategy, Together Towards ZERO, where it sets a bold ambition for a society with zero irresponsible drinking in line with its global purpose of Brewing for a Better Today and Tomorrow.

The campaign represents Carlsberg Malaysia's 4th consecutive year of support towards the Global Be(er) Responsibility Day (GBRD) – a worldwide initiative to promote the responsible consumption of beer – and has reached some 14,000 consumers during Oktoberfest activations over the past three years.

This year, consumers can enjoy up to RM20 off each ride with Grab and Riding Pink when they use the promo code CELEBRATERESPONSIBLY for bookings to and from more than 400 participating Carlsberg outlets throughout Malaysia. Consumers can claim these free rides between 5pm and 1am daily until 31 October 2018 or while rides last.

“Throughout the course of our #CelebrateResponsibly activations, more than half of consumers approached did not know the legal BAC limit in Malaysia and the serious legal and life-threatening consequences of driving while drunk. We at Carlsberg believe that beer is best enjoyed in moderation but to give Malaysian drinkers the extra incentive to celebrate responsibly by leaving their cars at home, we decided to up the ante this year by increasing our subsidy for ride-sharing services in October, essentially giving free rides to Oktoberfest promotions and celebrations hosted by our trade partners nationwide,” said Pearl Lai, Corporate Communications and CSR Director of Carlsberg Malaysia.

“We have a partnership with Grab since 2017 to offer subsidised rides to our branded events and Probably The Best Brewery Tour at our brewery in Shah Alam. This year, we are doubly excited to sign on Riding Pink as our latest partner, which is the first in Malaysia to offer a

women-only ride service. We hope this will benefit female consumers who are hesitant to hail a taxi for a night out due to personal concerns over safety and privacy,” Lai added.

This year, Carlsberg employees volunteering as #CelebrateResponsibly Ambassadors will visit selected outlets featuring promotions with the exclusive Carlsberg Oktoberfest mug to encourage revellers to drink responsibly. Consumers can have their BAC levels tested via portable breathalysers and try their hand at an interactive game that simulates the negative effects of high BAC levels on consumers’ hand-eye coordination when driving.

The #CelebrateResponsibly Ambassadors will next visit Vangohh Eminent in Bukit Mertajam on 18 October, followed by the Malaysian German Society’s Oktoberfest celebrations in Penang on 19 and 20 October as well as the Oktoberfest in Kepong on 20 October.

Carlsberg Malaysia also invites consumers to sign up as #CelebrateResponsibly Ambassadors themselves to spread awareness on the dangers of drunk-driving and encourage their friends, families and colleagues to make responsible choices, whether by taking a taxi, carpooling with a designated driver, or by simply watching their alcohol intake. Consumers who sign up as ambassadors will stand chance to win one of five chauffeured VIP rides with their friends to a Carlsberg outlet of their choice, rewarding their commitment not to drink and drive when planning a night out with friends. Winners will be announced after 31 October 2018.

Carlsberg Malaysia is one of the 20 Carlsberg markets globally including Denmark, France, Finland, Russia, China, and India to commit to GBRD this year. Carlsberg Group has set a bold vision for a society without irresponsible drinking. By 2030, it aims to see a continuous reduction of key responsible drinking statistics in all of its markets in support of the World Health Organisation’s (WHO) objective to reduce harmful use of alcohol, as well as the WHO’s Sustainable Development Goal 3 to ensure healthy lives and promote well-being for all ages.

To find out more about redeeming free rides from Grab and Riding Pink, the full list of participating Carlsberg outlets for Oktoberfest, and to sign up as a #CelebrateResponsibly Ambassador to win a chauffeured VIP ride, visit the Carlsberg Malaysia website at www.carlsbergmalaysia.com.my or on Facebook at www.facebook.com/CarlsbergMalaysia.

#CelebrateResponsibly – Don’t Drink and Drive!

<https://www.businessinsider.com/drinks-before-driving-if-bac-is-05-2013-5/?IR=T>

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investments in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor’s Stout Porter are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner with business managed sustainably. Find out more at www.carlsbergmalaysia.com.my.

供即时发布

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2018 10 月 15 日

Carlsberg 在啤酒节期间发送 1,000 份免费乘车

为了鼓励派对参与者作出理性选择和避免酒后开车，Carlsberg 提供津贴及推出崭新仅限女士的乘车优惠

莎阿南 15 日讯 – 你或许还不知道，原来两杯酒¹下肚，就可能会令血液酒精浓度(BAC)超越我国规定的 0.08% 限度，这也凸显了酒后开车后果的严重性，为此，马来西亚 Carlsberg 集团即将在十月份配合理性饮酒（#CelebrateResponsibly）活动，给消费者发送 1,000 份免费乘坐 Grab 与 Riding Pink 的特惠。

#CelebrateResponsibly（理性饮酒）是支援 Carlsberg 集团‘同心迈向零不负责目标’的可持续发展战略活动，以贯彻其全球‘酿造一个美好的现在和更美好的未来’理念（Brewing for a Better Today and Tomorrow），从而实现一个零不负责饮酒社会的宏愿。

这亦是马来西亚 Carlsberg 集团连续四年全力支持一项全球性理性饮酒醒觉运动的全球啤酒责任日（Global Be(er) Responsibility Day (GBRD)），并成功透过过去三年的啤酒节活动，将这项理念推广及灌输给 14,000 名消费者。

今年的消费者只要使用促销密码 CELEBRATERESPONSIBLY 预定 Grab 及 Riding Pink 往返全马超过 400 家参与的 Carlsberg 销售处，每一趟即可获得 RM20 折扣。由即日起至 10 月 31 日，消费者可于下午 5 时至凌晨 1 时之间兑换这项免费乘车优惠。优惠送完即止。

马来西亚 Carlsberg 企业传讯及企业社会责任总监赖明珠说：“我们在#CelebrateResponsibly 理性饮酒全程活动中所接触的消费者当中，逾半数对我国法定血液酒精浓度的顶限一无所知，亦不了解酒后开车所要付出的严重法律后果，甚至威胁生命的严重性。我们 Carlsberg 认为，适度饮用啤酒是种享受，但为了鼓励国内啤酒爱好者理性饮酒及提升他们不驾车的意愿，我们决定今年加码，提高十月份共享乘车的津贴，让往返我们全国各地销售处参与啤酒节促销和派对的消费者可享受免费乘车。”

她补充说：“自 2017 年，我们便与 Grab 合作，为参加我们活动及参与莎阿南最佳酒厂之旅的消费者提供乘车津贴。今年，我们再加倍，签下了最新伙伴 Riding Pink，马来西亚首家提供仅限女士乘车服务的公司。我们希望顾虑夜行乘的士会危自身安全和隐私的女士们可以从中受惠。”

Carlsberg 雇员今年也自愿挺身而出充当#CelebrateResponsibly 理性饮酒大使，前往备有独家 Carlsberg 啤酒节酒杯促销的销售处，鼓励参与派对者理性饮酒。消费者不仅可在现场使用便

携型测酒器测试自己的血液酒精浓度，亦可玩一玩模拟高酒精浓度者的互动游戏，试一试自己酒后驾车的眼手协调程度。

#CelebrateResponsibly 理性饮酒大使团将于 10 月 18 日现身大山脚 Vangohh Eminent，随后于 19 日及 20 日莅临槟城马德友好协会啤酒节，以及 20 日到访甲洞啤酒节。

马来西亚 Carlsberg 集团也诚邀消费者报名担任 #CelebrateResponsibly 理性饮酒大使，以向他们的亲朋戚友和同事们灌输意识，提醒他们酒后开车的危险性，敦促他们作出理性选择，乘坐的士、共车或注意自己的酒量。而成为大使的消费者即有机会赢取五份贵宾专车奖之一，让他们可以携友乘坐这专车前往自选的 Carlsberg 销售处，也作为回馈他们和朋友夜行酒后不开车的奖励。优胜者将在 10 月 31 日揭晓。

马来西亚 Carlsberg 集团亦是与全球 20 个 Carlsberg 市场，包括丹麦、法国、芬兰、俄罗斯、中国及印度，一起支持今年度的全球啤酒责任日。Carlsberg 集团矢志打造一个零不责任饮酒的社会，并放眼 2030 年陆续降低其所有市场的主要理性饮酒统计，以迎合世界卫生组织 (WHO) 降低酗酒危害的目标以及该组织的可持续发展目标 3 (WHO's Sustainable Development Goal 3) 确保生活健康，促进各年龄段人群的福祉。

欲了解更多关于兑换免费乘坐 Grab 及 Riding Pink 资讯，参与啤酒节的 Carlsberg 销售处名单，以及登记成为 #CelebrateResponsibly 理性饮酒大使以赢取一份贵宾专车奖，请浏览马来西亚 Carlsberg 集团网站 www.carlsbergmalaysia.com.my 或登录脸书 www.facebook.com/CarlsbergMalaysia。

#CelebrateResponsibly 理性饮酒 – 酒后不开车!

<https://www.businessinsider.com/drinks-before-driving-if-bac-is-05-2013-5/?IR=T>

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成立于 1969 年并在大马交易所上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是最最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情, 请浏览 www.carlsbergmalaysia.com.my